MULTIMEDIA UNIVERSITY

STUDENT ID NO

MULTIMEDIA UNIVERSITY

FINAL EXAMINATION

TRIMESTER 1, 2022/2023 (TERM ID 2210)

LEW0035 – EFFECTIVE WRITING

(FAC1)

14 FEBRUARY 2023
9.00 a.m. – 11.00 a.m.
(2 Hours)

INSTRUCTIONS TO STUDENT

1. This question paper consists of **SEVEN** printed pages with **2** sections.

2. Answer **ALL** questions.

3. Write **ALL** your answers in the Answer Booklet.

SECTION A: SUMMARY WRITING [30 MARKS]

Question I: Summary (15 marks)

Instructions: Read the following article and summarise in 150 words why companies should create a strong brand.

Let us say your company has been making athletic shoes for 50 or 60 years. They are good shoes. Nevertheless, other companies have sped past you in the race for fame and the revenue that goes with it. Products with the logos of the other companies are status of symbols. Products with your logo make people think of basketball stars from the 1970s. To turn things around, you have to convert your product's old fashioned image into something new, and make sure consumers get the message. They must equate your product with some larger idea that has nothing to do with shoes. They need to relate your product to beauty, prosperity, or even world peace. In other words, you have to build a brand. Many powerful business labels build a strong brand due to several reasons.

The term brand comes from the practice of using a hot iron to burn a distinctive mark into the skin of a cow or a horse. For example, the owner of the Double Jay Ranch might brand a "JJ" mark on his stock. This brand helps rancher distinguish his or her animals from others. The brand is kind of label, a device for creating recognition. Branding on products is all about recognition. Branding can help companies stand out from their competitors, add value to their offer and engage with the customers.

Branding is a way of clearly highlighting what makes your offer different to, and more desirable than, anyone else's. Effective branding elevates a product or organisation from being just one commodity amongst many identical commodities, to become something with a unique character and promise. It can create an emotional resonance in the minds of consumers who choose products and services using both emotional and pragmatic judgements. Rachel's Organic Butter, for example, chose black for its packaging design so it would stand out from the typical yellow, gold and green colours (representing sunshine and fields) used by competitor products. The result is that the brand appears more premium, distinctive and perhaps even more daring than its competitors.

People are generally willing to pay more for a branded product than they are for something which is largely unbranded. A brand can be extended through a whole range of offers too. Tesco, for example, began life as an economy supermarket and now sells a wide range of products, from furniture to insurance. However, a consistent application of the Tesco brand attributes, such as ease of access and low price, has allowed the business to move into new market sectors without changing its core brand identity. This obviously adds value to the business, but consumers also see added value in the new services thanks to their existing associations with the Tesco brand.

Continued...

Of course, this can work in reverse too: if consumers don't like the Tesco brand in one product area, they're less likely to choose the company's offer in another product area. However, a strong, credible brand, which has gained customer's trust has the likelihood of gaining referrals and new customers.

Creating a connection with people is important for all organizations, and a brand can embody attributes which consumers will feel drawn to. In addition, part and parcel of creating differentiation is engaging with your customers or users. If you stand out of the crowd for positive reasons and your tone of voice and communications are credible, customers will look at what you've got to say. Apple's original launch of the iPod, for example, catapulted the company from computer business to mass-market entertainment brand, with iPod marketing drawing heavily on people's emotional relationship with their music. By moving into music and film, Apple redefined what the company did and shifted its brand association to something that connects with larger numbers of people outside computing or creative community. They continued this shift with introduction of the iPhone, iPad and App Store bringing portable computing and its software into mainstream consumer culture. In doing so the brand has become more and more entwined on the lives of consumers making it incredibly powerful..

Branding is both simpler and more complicated than that. It is basically the process of attaching an idea to a product. The item for sale becomes the symbol of an attractive quality or idea. Decades ago that idea might have been trustworthiness, effectiveness, or reasonable price. These show qualities that related directly to the product. Over time, the ideas have become more abstract. Branding persuades people to consume the idea by consuming the product. In its modern form, branding ties a product not to one idea, but to an entire theme, such as nonconformity or achievement. A strong brand becomes a form of identity.

Whether you are a large company or a small business, crafting a brand driven marketing strategy is one of the most important things you can do for your business. Creating a strong and differentiated brand is the key to turning prospects into customers

Adapted from: Mc Donald, M (2019), *Creating Powerful brand. New Jersey :Prentice Hall*

Continued...

Question II: Summary (15 marks)

Instructions: Read the following article and summarise in 120 words the negative effects of child marriages.

1 Aisha, an 18 years old Taliban girl, was married off to her husband when she was only twelve. After being beaten many times and treated like a slave, she made a decision to run away from home. However, she was caught and punished. Her husband's family dragged her to a cleared mountain near the village, ignoring her cries of protest. The local Taliban commander punished her and made her an example to warn the other girls in the village not to run away from their husband's home. He gave his ruling and the men moved towards Aisha to carry out her punishment. Aisha's brother-in-law held her down and her husband pulled out a knife from his pocket. First, he sliced her ears and then her nose. At that moment, she fainted. The men had left her alone at the mountainside to die (Baker, 2010). This story shows how the child brides' rights are violated. They do not own their freedom and free to protect their rights. They cannot make their own decision to find a husband instead they are forced to marry with a person they do not even know. Child brides should be allowed to protect their own rights

2 Child marriages often happen in order to assist the child's family economically and socially. Most child marriages occur due to poor financial condition of the family. After marriage, child brides are no longer an economic burden to the family. Thus, it is believed that child marriage may bring wealth to the child brides' family, but not necessarily the child themselves. For example, in Yemen, almost half of the villagers live on less than two dollars a day and sometimes girls are simply married off so that the family can collect the traditional dowry while having fewer mouths to feed although the child brides do not own benefits (Murdock, 2010).

3 Child brides may lose their freedom after they get married. They are not free to choose their husbands, to continue their studies and to find jobs. Instead, they are forced to obey their parents-in-law's decision. Moreover, they are disallowed to go outside by their husband's family and are ordered to stay in a small room. For example, Sally, a 13 years old Yemen girl, was married off to a 25 years old man. However, she realized it was a wrong decision when after marriage the family had imprisoned her in a small room. "They kept her from the outside world and stopped her from continuing her education" (Murdock, 2010). Therefore, child brides do not have basic freedom as to protect their rights in choosing their husband, continuing their studies and even to work after they got married.

4 Basic quality of life is not protected in the child marriages. Health treatments, one of the basic qualities of life, are not given to child brides. They may face difficulties to access health services because of the distance, fear, expenses and agreement from their spouse. These barriers aggravate the risks of the child brides' health that cover good pregnancy care, and good

Continued...

medical treatment. From the statistics shown girls aged 10-14 are five times more likely to die during pregnancy or childbirth than women aged 20-24 and girls aged 15-19 have twice the risk to die from pregnancy. Thus, they may face lots of health problems (Forward, 2002-2010).

Domestic violence breaches child brides' right physically or mentally. They are more likely to suffer cruel treatments such as being beaten, getting raped and abused by their spouse and his family, and even becoming a domestic slave. According to Early Marriage (Stephen, 2001), the DHS Data from Egypt, 29 per cent of married adolescents are found to receive beatings from their husband, 41 per cent during pregnancy period. Moreover, child brides may also easily encounter psychological problems from the domestic violence. They become stressed as they have to endure silently. According to Clair O'Kane, a social worker of Save Children Sweden in Pakistan, child wives are three times more probably to have psychological problems than refugees who marry after 16. (Bushell, 2002) This means violence will cause the child brides to suffer not only physically but also mentally. Therefore, child brides' are not protected physically or mentally.

In recent years child marriage has gained increasing prominence on international and national development agendas. Today, we have a unique opportunity to act on this momentum and accelerate our efforts to help change the lives of girls and young women all over the world. Ending child marriage requires work across all sectors and at all levels. It requires us to understand the complex drivers behind the practice in different contexts and adapt our interventions accordingly. Ending child marriage also requires increased, targeted investments from both international donors and governments in high prevalence countries. The funding that is currently available is nowhere near large enough to match the scale of child marriage worldwide.

Adapted from: Brown, V (July,2018), *Child marriage is no happily ever after.* Retrieved from: https://www.thestar.com.my/news/nation/2018/07/01/child-marriage-is-no-happilyeverafter-children-who-get-married-at-a-young-age-tend-to-have-health-co/

Continued...

SECTION B: CRITIQUE WRITING [20 MARKS]

Question I: Linear Text (10 marks)
Instructions: Read the text and answer the following question.

Rein in Motorcycles Death

Road safety activists who closely followed the Finance Minister's
1 Budget 2023 presentation last week in Parliament must have been utterly disappointed once again when nothing was set aside for the nation to begin reining in the terribly high motorcycle-related death toll. For the longest time, this has been Malaysia's No.1 road safety concern for which activists have been calling for political will by the powers that be to initiate a game-changing masterplan towards saving thousands of lives lost on our roads and highways. It is also truly the biggest cause of deaths, especially among young Malaysians between the age of 16 and 39, and in totality year in and year out, motorcycle crashes have taken more lives than the Covid-19 pandemic or other pandemics have snuffed out.

How much longer must the nation wait or how many more lives must be lost before some effective plans are rolled out to mitigate such
2 preventable deaths? Though some might say it is not an apple-to-apple comparison, our transport ministers over the years would not fail to quickly announce to the media that a board of inquiry would be set up every time there was a crash involving a light aircraft, for instance. However, hardly anyone outside the realm of the road safety fraternity and, of course, family members of victims of the daily fatal motorcycle crashes, are mourning the wanton loss of lives and waiting for an end to the low priority or no priority at all given to tackling this critical issue.

Promoting a safer motorcycle riding culture is actually a no-brainer. To begin with, we need to roll out motorcycle-only lanes, with priority
3 along busy traffic arteries such as federal roads. The Malaysian Institute of Road Safety Research (Miros) has identified at least 101 stretches of federal roads that should have dedicated as motorcycle lanes, which Miros has said could potentially save up to 1,000 lives each year. Via this column, I have consistently advocated for motorcyclists to be allowed to only ride on the existing left lanes instead of riding at their whims and fancies by weaving in and out, competing for space with cars and other heavy vehicles. While waiting for motorcycle-only lanes to hopefully become a reality – such as the most classic one along the Federal Highway in Kuala Lumpur and Selangor – riders should be allowed to use the emergency lanes along the highways in single-file riding (to avoid crashes and save lives) because these lanes are unused most of the time.

Continued...

The number of motorcyclists using the safe left lanes is extremely low while the Malaysian motorcycling culture is very much one of speeding without any regard to personal safety. It is when they ride in fast lanes between inches of cars and other vehicles that so many get killed or sustain serious injuries, either for years or even lifelong. The social and financial costs and implications of such high death tolls are actually beyond imagination unless they are close family members. These are particularly painful for wives and children who have lost husbands and fathers in daily crashes. Imagine, too, seeing their loved ones and breadwinners as well suffering from prolonged injuries. Even if they survive, the incidental costs are staggering, especially for those from the B40 group who make up the majority of motorcyclists.

According to WHO data, a total of 89,953 people have died on Malaysia's roads for the 20 years between 2001 and 2021, and 70% comprised motorcyclists. The Social Security Organisation is yet another entity directly on the receiving end of Malaysia's "motorcycle tragedy". It is paying out hundreds of millions annually in compensation to families of employees for commuting crashes involving all road users to and from workplaces. It was reported that in 2019 alone, the pay-out amounted to RM729.1 million while in 2020, apparently due to reduced road crashes during the Covid-19 pandemic, the amount came down to RM595.7 million. Out of the total pay-out, the amount that went into commuting crashes involving motorcyclists totalled RM561.4 million in 2019 and RM458.7 million in 2020. These are indeed scary statistics that could be described as a financial pandemic and could be saved if effective measures such as separate motorcycle lanes are in place to boost sanity and safety on our roads. Let us place some hope on this "Saving Lives Matter" issue when the new Federal government comes in soon.

Adapted from:Ujang,A (2022)*Rein in Motorcycles Death.* Retrieved from https://www.thesundaily.my/opinion/rein-in-on-motorcyclist-deaths-KA9983837

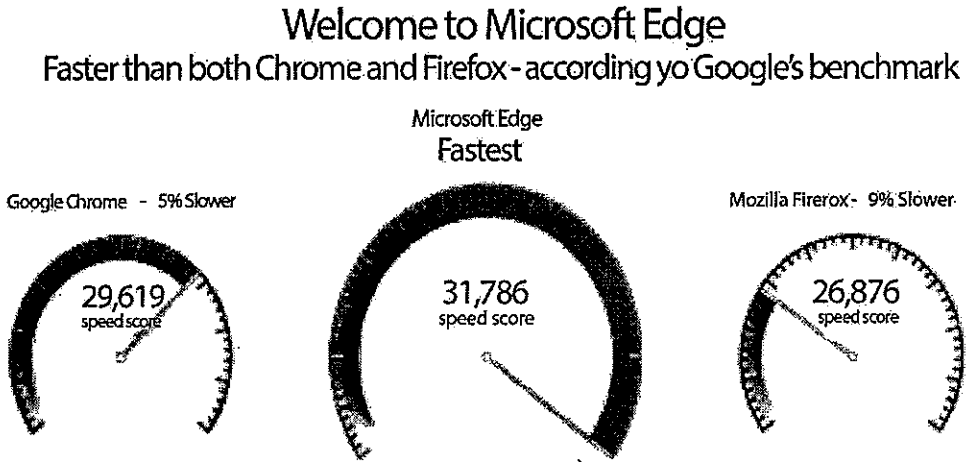
Question:

1. Write a critique in 200 – 250 words. You should evaluate the text on the following:
   a) Organization (2 marks)
   b) Tone (2 marks)
   c) Language (2 marks)
   d) Purpose (2 marks)
   e) Credibility (2 marks)

Support your answers with detailed elaboration and provide evidence from the text where necessary.

Continued...

Question II: Non Linear Text (10 marks)
Instructions: Analyse the chart below and answer the following questions.



1. Critique the diagram in terms of
   a. Content (4 marks)
   b. Layout and clarity (2 marks)

(6 marks)

2. In your opinion, what kind of information is this chart trying to convey? Do you think the information has served its purpose? Justify your answers. (2 marks)

3. What better method would you choose in order to better present the same information. Explain. (2 marks)

End of Paper